

Douglas County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 15	N = 3,753
Percent of Statewide Calls	0.5%	100.0%
Percent of State Population in County¹	0.6%	100.0%
	County %	State %
Gender	N = 13	N = 3,291
Female	69.2%	61.0%
Male	30.8%	39.0%
Race/Ethnicity	N = 14	N = 2,816
People of Color	14.3%	13.9%
White	85.7%	86.1%
Age	N = 14	N = 2,956
Less than 18 years old	0.0%	2.7%
18 - 24 years old	14.3%	14.4%
25 - 34 years old	28.6%	21.8%
35 - 44 years old	28.6%	25.9%
45 years and older	28.6%	35.1%
Education	N = 12	N = 2,860
Did not graduate high school	25.0%	18.4%
High school graduate	25.0%	33.3%
Some college/vocational school	25.0%	34.9%
College graduate	25.0%	13.5%
Caller Type	N = 15	N = 3,367
General Information	6.7%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	93.3%	85.9%
Payer Type	N = 8	N = 2,129
Insured	37.5%	41.5%
Uninsured	50.0%	24.9%
Medicaid	12.5%	33.5%
Heard About	N = 11	N = 2,888
Past caller	9.1%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	18.2%	21.8%
Television	18.2%	18.4%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.2%
Targeted mailing	9.1%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	27.3%	6.2%
Family or friend	18.2%	17.9%
Health Department	0.0%	2.9%
School	0.0%	0.9%